

**NOMINATION CRITERIA  
BUREAU OF LAND MANAGEMENT  
“EXCELLENCE IN INTERPRETATION OR EDUCATION” AWARDS**

**PURPOSE OF THE AWARDS:** The Bureau of Land Management’s (BLM) “Excellence in Interpretation or Education” Award was created to recognize and reward outstanding contributions to interpretation and education efforts in the BLM.

**ELIGIBILITY:** Any BLM employee involved in interpretation and/or education efforts for the public is eligible. Emphasis should be placed on a significant effort beyond normal day-to-day operations.

**Please note that the nominee’s program, project, or product:**

- must have been completed within 2014, but may involve a multi-year project; and
- must have been part of the employee’s official duties, rather than a personal project not sanctioned by the BLM.

**Nominations are judged on the information provided to the Selection Committee. The quality, completeness, and presentation of the submission are EXTREMELY IMPORTANT! Choose the type of nomination, either interpretation or education. Read each criterion very carefully to make sure the nominee meets all the requirements. Number and address each criterion separately in the justification. Please explain in detail why the nominee is deserving of the award.**

**NOMINATION PACKAGE:** Submit one copy via e-mail to BLM National Lead for Interpretation Brianna Candelaria at [bcandela@blm.gov](mailto:bcandela@blm.gov). The package must include the following:

- The nominee’s name, address, and phone number;
- The name and phone number of the BLM contact and the employee’s supervisor (if different);
- The justification for the nomination; (should be a maximum of three, single-spaced, typed pages, and should address the nomination criteria in detail);
- No more than five pages of supporting material such as
  - Letters of support
  - Media articles
  - Photos

**SELECTION OF FINALISTS:** Two finalists will be announced by BLM directive in late September or early October.

#### Interpretation Nomination Criteria

1. Address the creativity and originality of the nominee's program, product, or project.
2. Describe how the nominee's program, product, or project created an opportunity for members of the public to form their own connections with public land resources and how it increased the audience's knowledge and understanding of stewardship, resource protection, and land management concepts.
3. Describe how the nominee's program, product, or project helped the BLM accomplish its goals and objectives.
4. Describe how the nominee's program, product, or project addressed audience diversity and accessibility. (The program, product, or project should have been accessible to persons of every ability and from every demographic. Accessibility should have been an integral part of the program, product, or project, not an afterthought, )
5. Describe how the nominee's program, product, or project involved partners.

#### Education Nomination Criteria

1. Describe how the nominee's program, product, or project created sustainable, high-quality education programming.
2. Describe how the nominee's program, product, or project enhanced the public's environmental and/or heritage literacy and increased knowledge and understanding of public land resources and land management challenges. For youth education nominations, also describe how the nominee's program, product, or project met relevant educational standards or supported local curricula, was age-appropriate, provided a stewardship message, and addressed diverse audiences.
3. Describe how the nominee's program, product, or project engaged community partners and volunteers.
4. Describe how the nominee's program, product, or project helped the BLM accomplish its goals and objectives.
5. Address the resourcefulness and originality exhibited by the nominee in successfully designing, implementing, and managing his/her program, product, or project.

The selection committee will consist of three or more of the following people:

- The BLM National Lead for Interpretation;
- The BLM National Lead for Education;
- Another staff member from the Washington Office Division of Education, Interpretation and Partnerships;
- A staff member from the Washington Office Division of Recreation & Visitor Services or other Washington Office resource program division;
- A BLM State lead for interpretation or education or a previous "Excellence" award winner;
- A representative from one or more professional education or interpretation organizations.